# The United States Postal Service

# presents

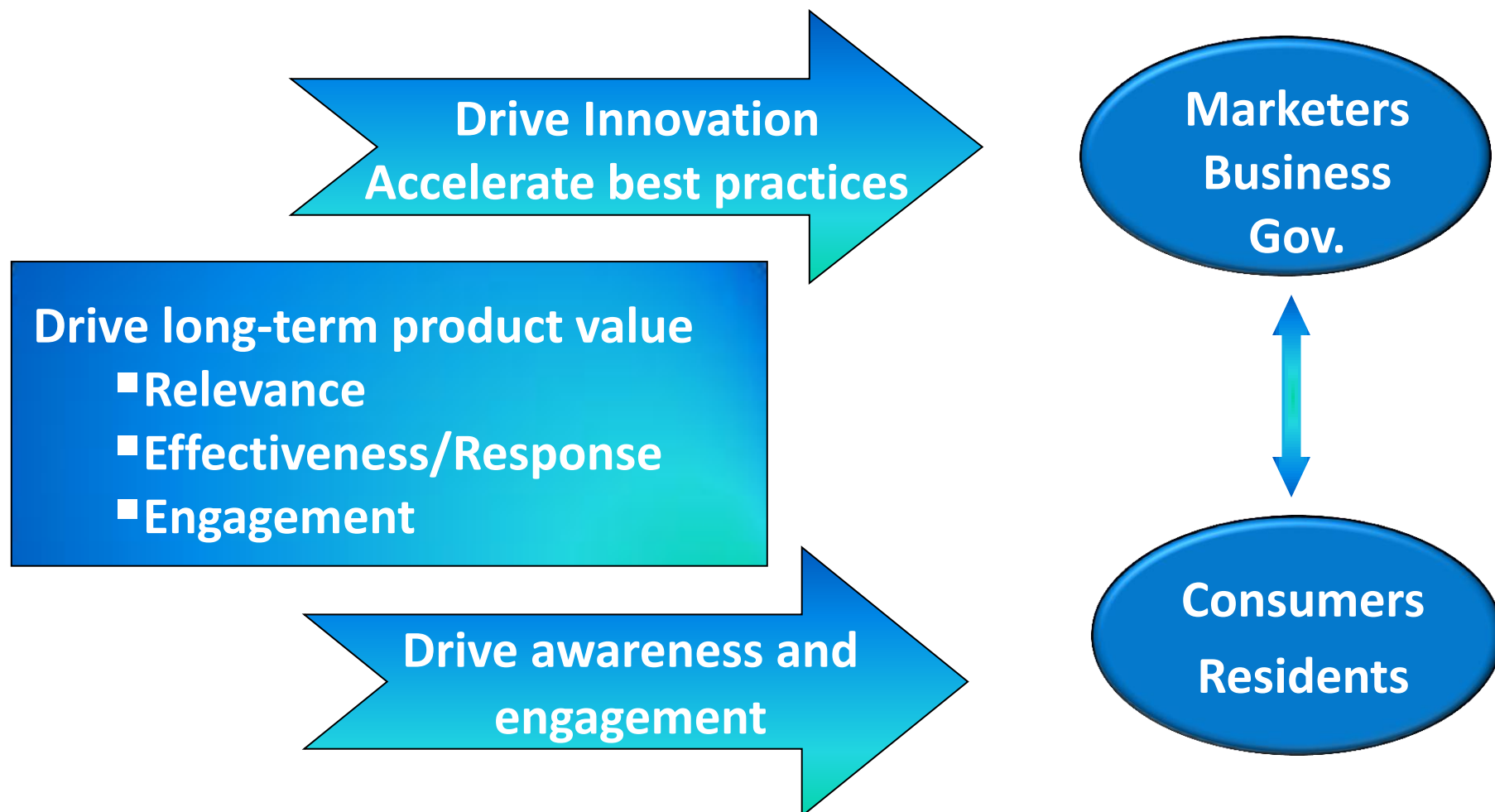# The Direct Mail Promotions Webinar

# December 5, 2012

# AGENDA

- **Introduction – Why do we do these promotions? & 2012 Promotions Update – Krista Becker**

- Direct Mail Mobile Coupon and Click-to-Call Promotion

- Earned Value Promotion

- 2013 Promotions Calendar and Q&A

**UNITED STATES POSTAL SERVICE** ®

# Insight:
## Mail is still highly valued

- **80%** look at their mail daily – as a valuable news resource
- **75%** like to see what's in the mail
- **63%** of mail is kept at least 2 days

Source:  USPS 2011-2012 Mail Moment Survey

# Embrace technology, encourage mail integration

**Drive Innovation
Accelerate best practices** →

**Marketers
Business
Gov.**

**Drive long-term product value**
- **Relevance**
- **Effectiveness/Response**
- **Engagement**

**Drive awareness and engagement** →

**Consumers
Residents**

# Participation Results

- **Nearly 1,100 customers and over 42,000 mailings**

- **24% of Standard Mail (3.2B pieces)**

- **3% of First-Class presort mail (0.2B pieces)**

- **3% of participating volume paid non-profit postage**

- **$14.8 M in discounts**

## Participating Volumes



Pie chart:
- FCM, 7%
- Letters, 23%
- Flats, 10%
- CR, 24%
- Sat-HD Letters, 10%
- Sat-HD Flats, 26%
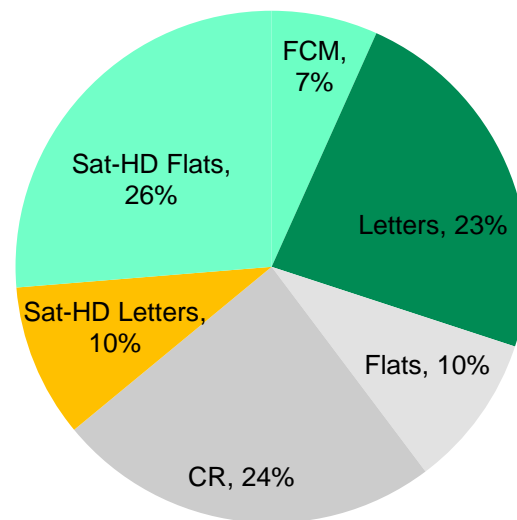
# Survey Findings - 266 responses to survey

- **Creating mobile optimized site was biggest challenge**
  - **28% of respondents had to make changes to their web site**
  - **16% said changes were prompted by promotion**
  - **Additional 7% said they accelerated their plans**

- **More direct mail was the most likely response when asked what they planned to do with savings**

- **38% of respondents perceive USPS as being more innovative**

# Program Requirements

- **November 7-21, 2012 (2 ½ weeks)**

- **Upfront 2% postage discount**
- **Mobile technology on mailpiece**
- **Technology must link to mobile-optimized website**
- **Recipient must be able to purchase a product**
- **Additional 1% discount for PM fulfillment**

**Targeted Mailers:**

**E-tailers, Retailers**

# Preliminary Results

- **Over 330 customers participating**
- **1 B mailpieces received discount**
- **Over $4.6 M in discounts**

- **Few customers have registered for additional 1% discount for PM fulfillment**
  - **Register by December 10th**

- **Look for Promotion survey week of December 10th**

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# KEY PROGRAM DATES

- PRC Approved November 16 ✔
- Start Registration January 15
- Promotion Start Date March 1
- Promotion End Date April 30

■ **Build on previous promotions and continue strategy to encourage integration of direct mail and mobile technology.**

■ **Two ways to participate, Direct Mail Mobile Coupon and/or Click-To-Call functionality**

Timing

· **Registration starts January 15, 2013**

· **Promotion begins March 1, 2013**

· **Promotion ends April 30, 2013 (registration continues thru Apr. 30th)**

Background

➢ **Explosive growth of smart phone users:**

· **64% of owners now use their phones to shop online**

➢ **82% of 25 - 34 year old shoppers (75% overall) would switch brands if offered a mobile coupon for a competing product while shopping[1]**

➢ **"8 out of 10 U.S. adults plan to continue to engage in couponing activities." (Coupons.com, Inc.)**

Source:

1 Fierce Mobile Content. "Mobile Promotions Trump Brand Loyalty for Consumers Shopping in Grocery and Drug Stores"
http://www.fiercemobilecontent.com/press-releases/mobile-promotions-trump-brand-loyalty-consumers-shopping-grocery-and-drug-s?utm_campaign=Email-Share&utm_medium=Email&utm_source=forward

# Program Description

- Upfront two percent postage discount

- Eligible Mail:   Standard Mail® letters and flats

  Nonprofit Standard Mail® letters and flats

  First-Class Mail® letters, flats and cards (presort and automation)

NOTE: Direct Mail Mobile Coupon and Click to Call are two separate and independent components. Mailers have the option of using either of the components or both.  The promotion discount can be applied only once to each mailing.

## Direct Mail Mobile Coupon

**Mobile Coupon Requirements:**



- The physical mailpiece must be a coupon

- The coupon must be a voucher or code entitling the holder to a discount off the price of a particular product(s) or service(s)

- The discount is offered only to mailpiece recipients and is not a discount or sale price on a product or service that is applied to all consumers

- The mailpiece must contain **one** of the following:
  - Print-mobile technologies that allows the recipient to store a coupon on a mobile device
  - Mobile-print technology (e.g. 2D Barcode, RFID chip, NFC Smart tag, etc.) on the mailpiece that can be scanned or read by a mobile device linking to a mobile coupon that is stored on the mobile device

## Direct Mail Mobile Coupon

**Mobile Coupon Requirements continued:**

- A short number to be used to initiate text message communication. The text message triggers a SMS/EMS or MMS message with a one-time coupon

- An image embedded with a digital watermark or utilizing intelligent print image recognition that can be scanned or read by a mobile device linking to a coupon that can be stored on the mobile device

- The coupon mailpiece must be redeemable at retail locations by **both** methods described below:
  1. The physical mailpiece coupon can be presented at a retail location
  2. The print-mobile technology allows the customer to store the coupon on a mobile device which can be presented at a retail location for the discount

## Direct Mail Mobile Coupon

**Mailers who do not have retail locations:**

Mailers who sell exclusively online or do not have retail locations where coupons can be redeemed must meet the following requirements.

- The mailpiece must contain a code that can be used to receive the discount online or through a call center

- The coupon discount is offered only to mailpiece recipients and is not a discount or sale price on a product or service that is applied to all customers

- The mailpiece must contain a mobile-print technology (mobile barcode, RFID chip or tag, etc.) that allows the recipient to redeem a coupon through a mobile device

-  A promotion code can be pre-populated at the checkout

-  The consumer can populate a promotion code from the mailpiece at the online checkout section

-  The entire shopping experience and path to purchase must be mobile optimized

## Click To Call:

**Click to Call Requirements:**

The physical mail piece must contain mobile technology (e.g. 2D Barcode, RFID chip, NFC Smart tag, etc.) that can be scanned by a mobile device and allows for one of the following:



- The barcode links directly to a mobile optimized website with a "click to call" link

- When scanned, the barcode, brings up a phone number automatically in the users phone

- A link that leads the recipient to an IVR, live interaction or the ability to leave a message

# Registration Program Requirements:

- ➢ Must use eDoc (mail.dat, mail.xml and Postal Wizard)

- ➢ Postage paid using;
  - Permit Imprint
  - Limited Meter or Precancelled Stamps permit

- ➢ Advance registration required, if you participated in past promotions you **must** register to participate in this promotion

- ➢ Participation in a post promotion survey

- ➢ Discount must be claimed **at the time of mailing**

- ➢ All mailpieces in a mailing statement must meet program parameters

- ➢ IMb barcodes required for any pieces claiming automation discounts (no POSTnet barcodes)

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# Best Practices Requirements - Directional Copy

Directional Copy is text near the barcode or image that provides guidance to the consumer to scan the barcode or image.



Scan with your smartphone to review our special offer



Scan here for coupon

## MOBILE FRIENDLY vs. MOBILE OPTIMIZED

**Q:** Is there a difference?

**A:** Yes.

- **Mobile-friendly means that the webpage is formatted to fit within a smartphone screen (and could require the need to scroll horizontally to view the entire page or enlarge the screen to view portions of the page).**

- **Mobile optimized is a different version of the webpage that is designed specifically for small smartphone screens. Mobile optimized sites have:**
  - ➤ **more compact layout**
  - ➤ **less copy**
  - ➤ **Fewer/smaller images**
  - ➤ **streamlined navigation**



Mobile-friendly sites do not qualify for the promotion discount. In order to qualify for the promotion the website must be redesigned for mobile viewing. If the website is merely shrunk to fit a smartphone screen, but other changes have not been made, it will not qualify for the discount.

We encourage pre-approval of your mailpiece to verify promotion compliance.  Your mailpiece can be submitted electronically or by hard copy to the Program Office at:

**Email:** mobilebarcode@usps.gov

**Facsimile:** 202-268-0238

**Mail:** US Postal Service
*Direct Mail Mobile Coupon/Click-To-Call*
Post Office Box 23282
Washington, DC 20026-3282

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- **Earned Value Promotion –Veleana Hurd-Whitaker**

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# Earned Value

- Registration Begins:   January 15, 2013

- Registration Ends:      March 31, 2013

- Program Period:          April 1 through June 30, 2013

- Rebate Claim Period:  Credit applied after June 30, 2013

- Earned Value is designed to encourage mailers to continue to use First-Class Mail as a primary reply mechanism for their customers.

- Offered to mailers of First-Class Mail BRM and CRM.

- Participants must register their Mailer IDs and the Permit Imprint account to which future earned credits will be applied.

- Mail service providers cannot register on behalf of mail owners nor can they enroll customers via the auto-enrollment features.

- The Intelligent Mail Visibility (IM-VIS) system will send scan data to the Alternate Postage System.

- All mailpiece counts for BRM and CRM pieces containing the registered MID(s) customers return to the registered mailer will be collected.

At end of promotion value will be calculated as follows:

**Earned Value Calculation**

Earned Value = $0.02 x Total BRM Pieces Scanned

Earned Value = $0.02 x Total CRM Pieces Scanned

- Award amount or credit will be applied to mailer's Permit Imprint Account.

- Mailer can apply earned credit to future mailings of Standard Mail letters and FCM automation and presort letters.

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- **2013 Promotions Calendar and Q&A – Krista, Coakley and Veleana**

- Program Office contact:

    Direct Mail Mobile Coupon & Click To Call - mobilebarcode@usps.gov

    Earned Value - earnedvalue@usps.gov


- Program Requirements & Documents

    https://ribbs.usps.gov/index.cfm?page=mobilebarcode


- Articles and link to registration:

    www.usps.com/mobile-barcode


- PostalOne Help Desk:

    (800) 522-9085 or postalone@email.usps.gov

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## December 5, 2013